

PR, TWEETS
ANALYTICS
DIRECT MAIL
PAY PER CLICK
WEBSITES

BLOGS, SOCIAL MEDIA, VIDEO
EXHIBITIONS, EMAIL
EMAIL MARKETING, NEWSLETTERS, YOUTUBE
VZAAR, FACEBOOK, DELICIOUS, **DIGG**
SOCIAL MEDIA **VIDEO, PR, TWEETS**
ANALYTICS, DIRECT MAIL, PAY PER CLICK
EMAIL MARKETING, NEWSLETTERS, YOUTUBE

PR, TWEETS
TRACKING
UX TESTING
SMS MESSAGING
VIRAL CAMPAIGNS
PURLS, AFFILIATES





Is Your Marketing Healthy?

The 7 success elements for
selling IT to healthcare

Why market at all?

- Cornerstone of every successful business
- Tell the story – constantly
 - Elevator pitch – practice it regularly
- Be front of mind
- Educate
- Be memorable



Marketing Health Check

Success element 1 - Plan

- Create one – start with 4Ps
- Integrate as many threads of the marketing mix possible
- Review it regularly
 - Changing customers
 - Changing markets
- Adapt it accordingly



Marketing Health Check

Success element 2 – So what?

- You must be able to answer “So what” in everything you say to the market
- Messaging is critical
- Focus it
 - Relevant to markets
 - Relevant to sectors in those markets
- Test it
- Retest it
- Get it right



Marketing Health Check

Success element 3 - Communicate

- Use every weapon in the arsenal
 - Media
 - PR
 - Web
 - Print
- Keep it relevant
- Keep it fresh
- Keep in constant



Marketing Health Check

Success element 4 - Brand

- Not just a logo!!
- Entire company persona
- What does your website say about your company?
 - An electronic brochure?
- Do you stand out or disappear into the crowd?
- Build your brand – commit to it



Marketing Health Check

Success element 5 – Are you social?

- Embrace social media – quickly and extensively
 - Over 50% increase in web traffic
- Get ahead of your competitors
 - Listen and communicate with prospects
 - Learn trends, opinions and objections
- Leverage tools available to you
 - Twitter, LinkedIn, Digg, Stumbleupon, etc
 - Integrate them into your website and your communications plan increasing SEO & traffic



Success element 6 – Be an expert

- Leverage the first 5 elements
 - Become THE expert in your field
- Seek out speaking opportunities
 - Educate the markets
- Have an opinion and communicate it
- Publish!
 - Use the press
 - Tell interesting stories
- Blog regularly and invite your markets to comment



Marketing Health Check

Success element 7 - Invest

- Successful companies invest 2 – 10% of gross revenues on marketing
- As important as development
- Quote:
“to have a successful company you need a great product and great marketing”

Kotler



Marketing Health Check

The right and wrong way

Most companies can tell you “WHAT” they do

A few can tell you “HOW” they do it

Very few can tell you “WHY” they do it

Customers buy “WHY” you do what you do not
“WHAT” you do

Start from the “WHY” and then develop the “WHAT”
and the “HOW”

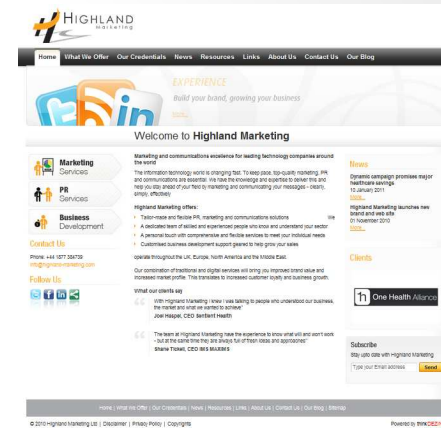


Marketing Health Check

FREE Marketing Healthcheck

Highland Marketing is offering delegates of **HIMMS 2011** a **FREE Marketing Healthcheck**.

Benchmark your business against 3 competitors and identify areas of weakness and opportunity.



Marketing Health Check